



Setting Science-Based Objectives to Enhance Conservation Investments

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South Atlantic Landscape Conservation
Cooperative: October 2, 2012



NFWF

PRESENTATION OUTLINE



1. NFWF 101: WHO WE ARE
2. CONSERVATION BUSINESS PLANNING PROCESS
3. ACHIEVING CONSERVATION AND COMMUNITY OUTCOMES
 1. CHESAPEAKE BAY
 2. LONGLEAF PINE

PRESENTATION GOALS

1. DEMONSTRATE THAT STRATEGIC PLANNING BASED ON SOUND SCIENCE DRIVES GOOD CONSERVATION & SOUND INVESTMENTS
2. DESCRIBE NFWF'S BUSINESS PLANNING PROCESS AND HOW IT IS DESIGNED TO DELIVER SPECIFIC CONSERVATION OUTCOMES AND LEVERAGE SUPPORT



ABOUT NFWF



WHO WE ARE

- ✓ Chartered by Congress in 1984
- ✓ 30 member Board appointed by Secretary of the Interior
 - Includes FWS Director & NOAA Administrator

WHAT WE DO

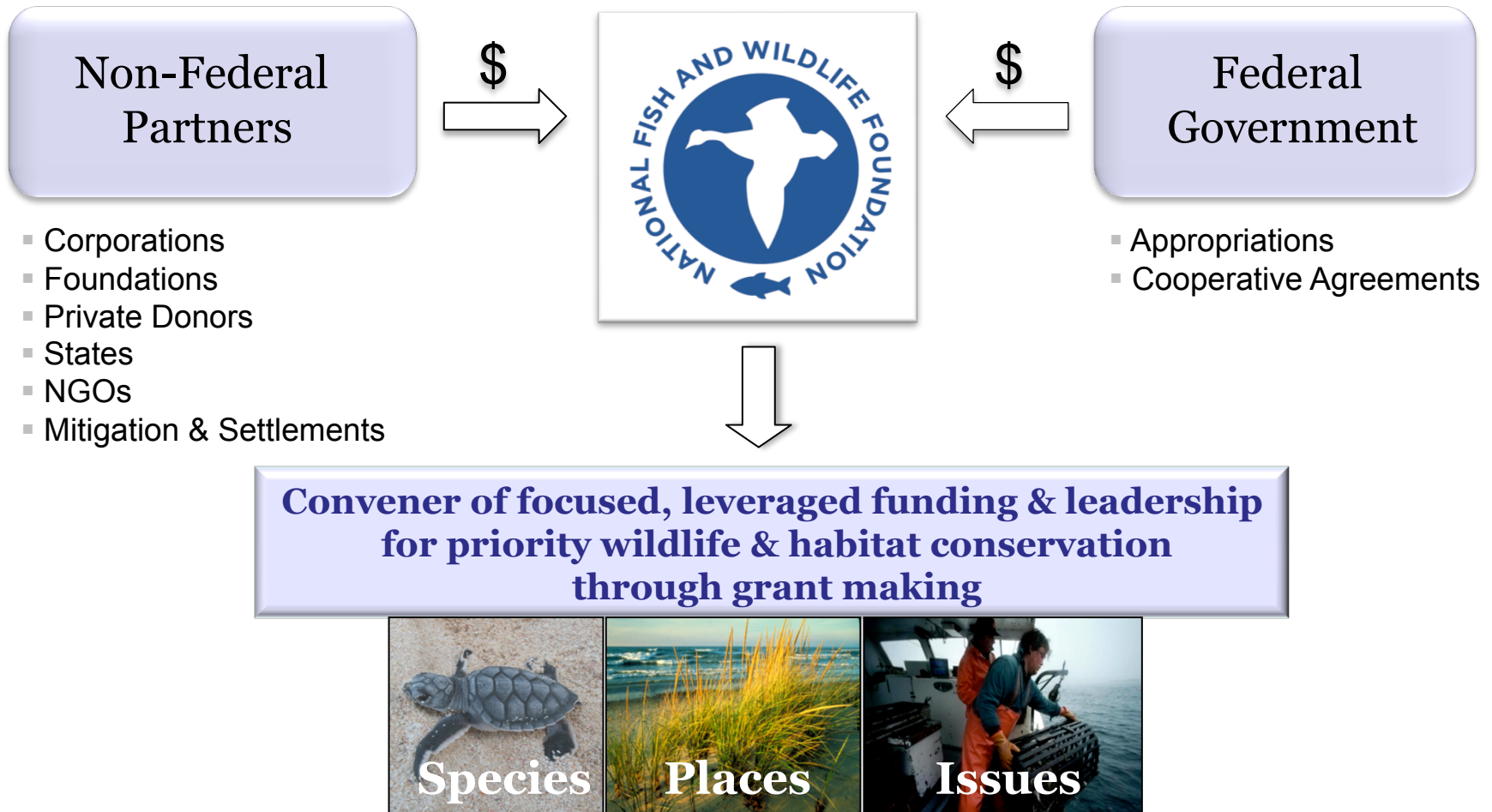
- ✓ Sustain, restore, enhance the nation's natural heritage
- ✓ Bring collaboration among federal agencies & private funders
- ✓ Create common ground among diverse interests

HOW WE DO IT

- ✓ Leverage private money with public funding – 3:1
- ✓ On-the-ground conservation projects through grant making



ABOUT NFWF

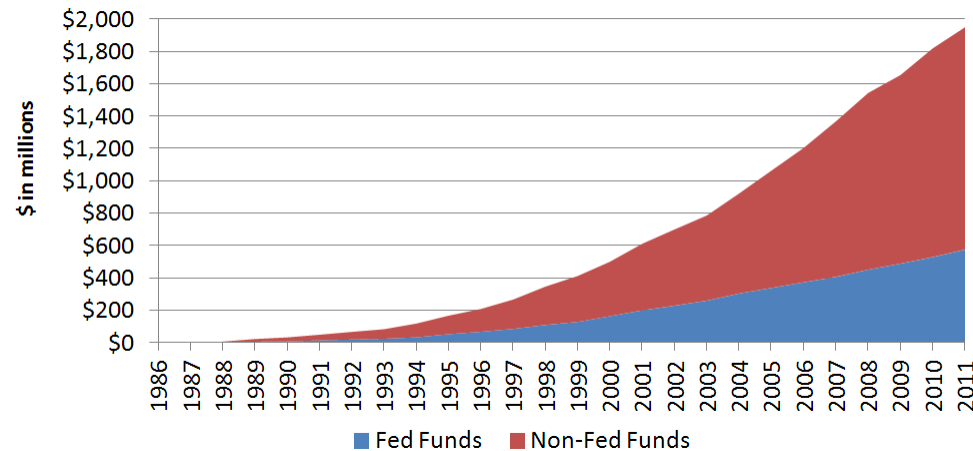


OUR RESULTS

Overview of NFWF Funds Invested

	<u>FY 2010</u>	<u>FY 2011</u>	<u>1984-2011</u>
Federal	\$40.4 million	\$45.9 million	\$576.0 million
Non-Federal	\$ 20.6 million	\$16.5 million	\$228.3 million
Grantee Match	<u>\$118.2 million</u>	<u>\$67.7 million</u>	<u>\$1.1 billion</u>
Total Funds Invested	\$179.2 million	\$130 million	\$1.95 billion
# of Grants Awarded	417	569	11,603

NFWF Cumulative Funds Invested 1984-2011



FEDERAL PARTNERS



US Army Corps
of Engineers®



CORPORATE PARTNERS



Altria



ArcelorMittal



Bank of America



BED BATH &
BEYOND



Chevron



ConocoPhillips



COVANTA
ENERGY
for a cleaner world

ExxonMobil



FedEx
Corporation



GORDON AND BETTY
MOORE
FOUNDATION



bp



PG&E



PACIFICORP
AN ENERGY HOLDING COMPANY

HOUSTON ENDOWMENT INC.

S. D. BECHTEL, JR. FOUNDATION



SOUTHERN
COMPANY

syngenta



TURNER
FOUNDATION



WAL-MART
ACRES & AMERICA



The
WALTON FAMILY
FOUNDATION



WILLIAM PENN
FOUNDATION



NATIONAL FISH AND WILDLIFE FOUNDATION

NFWF

WALMART: ACRES FOR AMERICA

2005 Goal:

Permanently protect
138,000 acres of land
to offset Walmart's
domestic development
footprint through 2015



WALMART: ACRES FOR AMERICA

As of 2011:

- More than 630,000 acres protected
- 19 projects in 15 states involving nearly 100 partners
- Walmart's \$10M leveraged an additional \$190M in matching funds
- Connected 6.7 million protected acres: *an area larger than CT, RI and DE combined*



NFWF'S CONSERVATION BUSINESS PLANNING

Criteria for Selecting Conservation Targets:

- Conservation need
- Capacity to move the needle for target species
- Ancillary benefits to people and the environment
- Cost effectiveness

Priorities:

- Species of conservation value
- Places of greatest national ecological importance
- Issues driving declines in species of value

Success Measures and Timeframe:

- Measured as % change toward population goals for “indicator species”
- Preferred time frame 5– 10 years



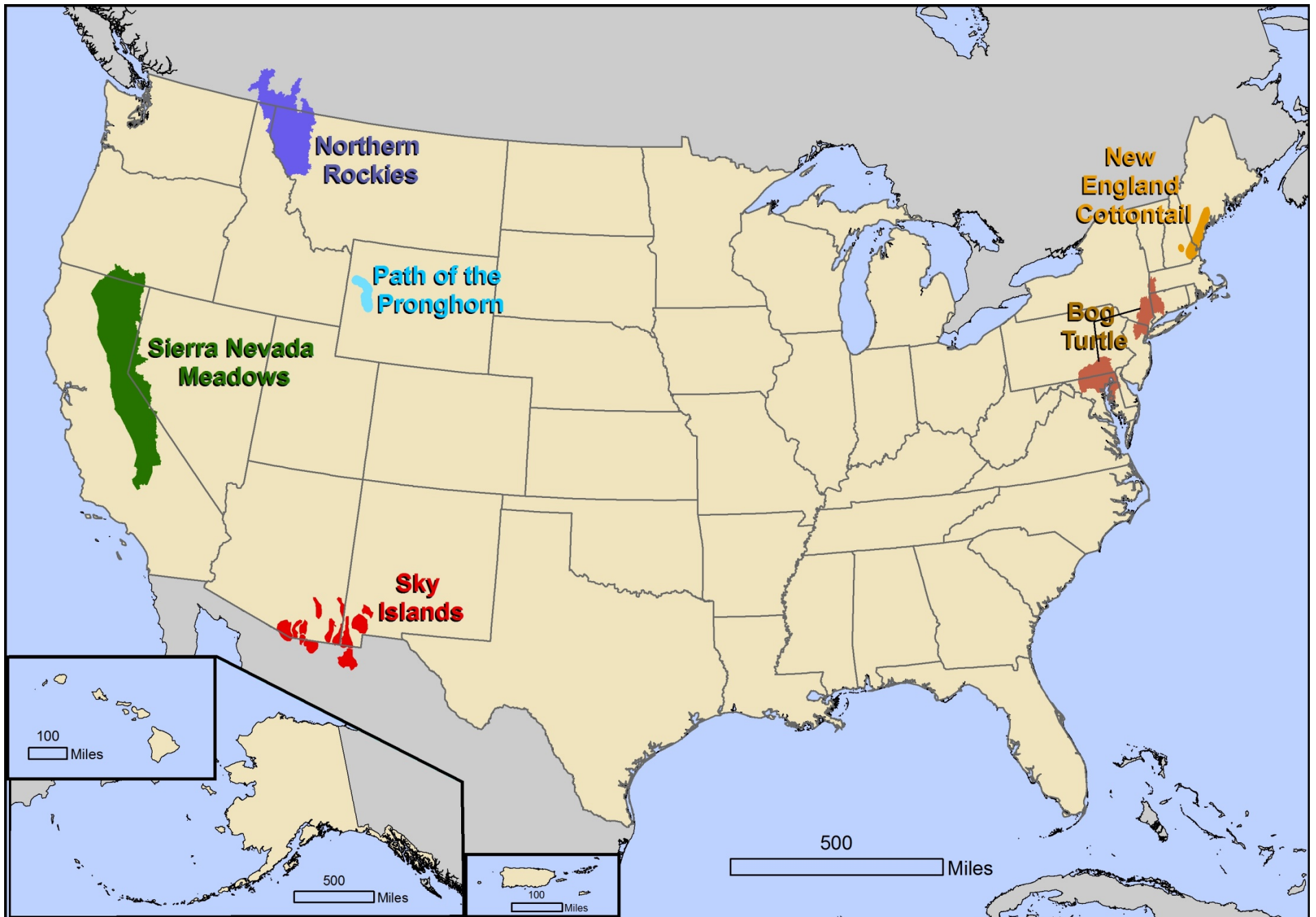
NFWF



Bird Keystone Initiatives



Fish Keystone Initiatives

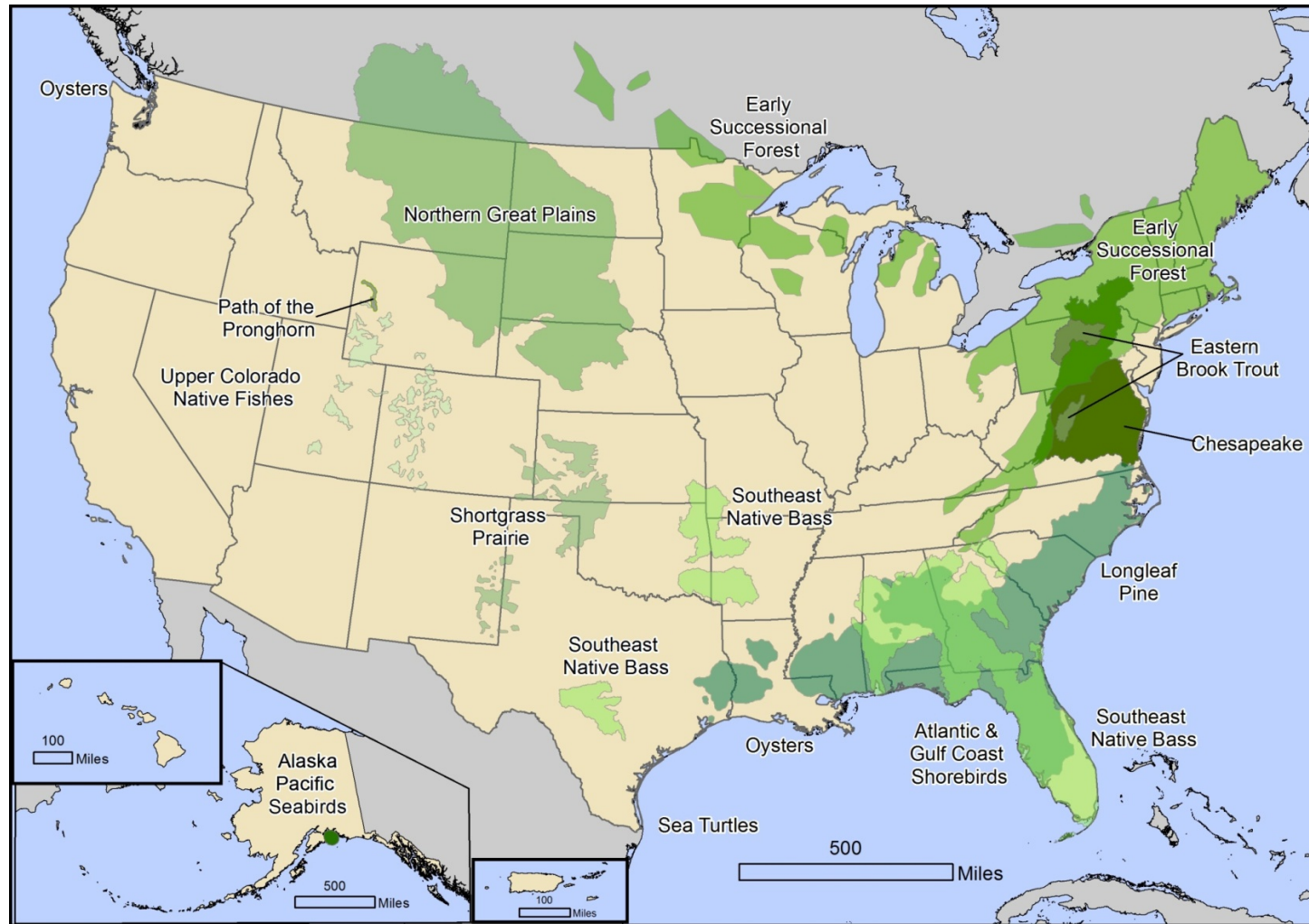


Wildlife and Habitat Keystone Initiatives

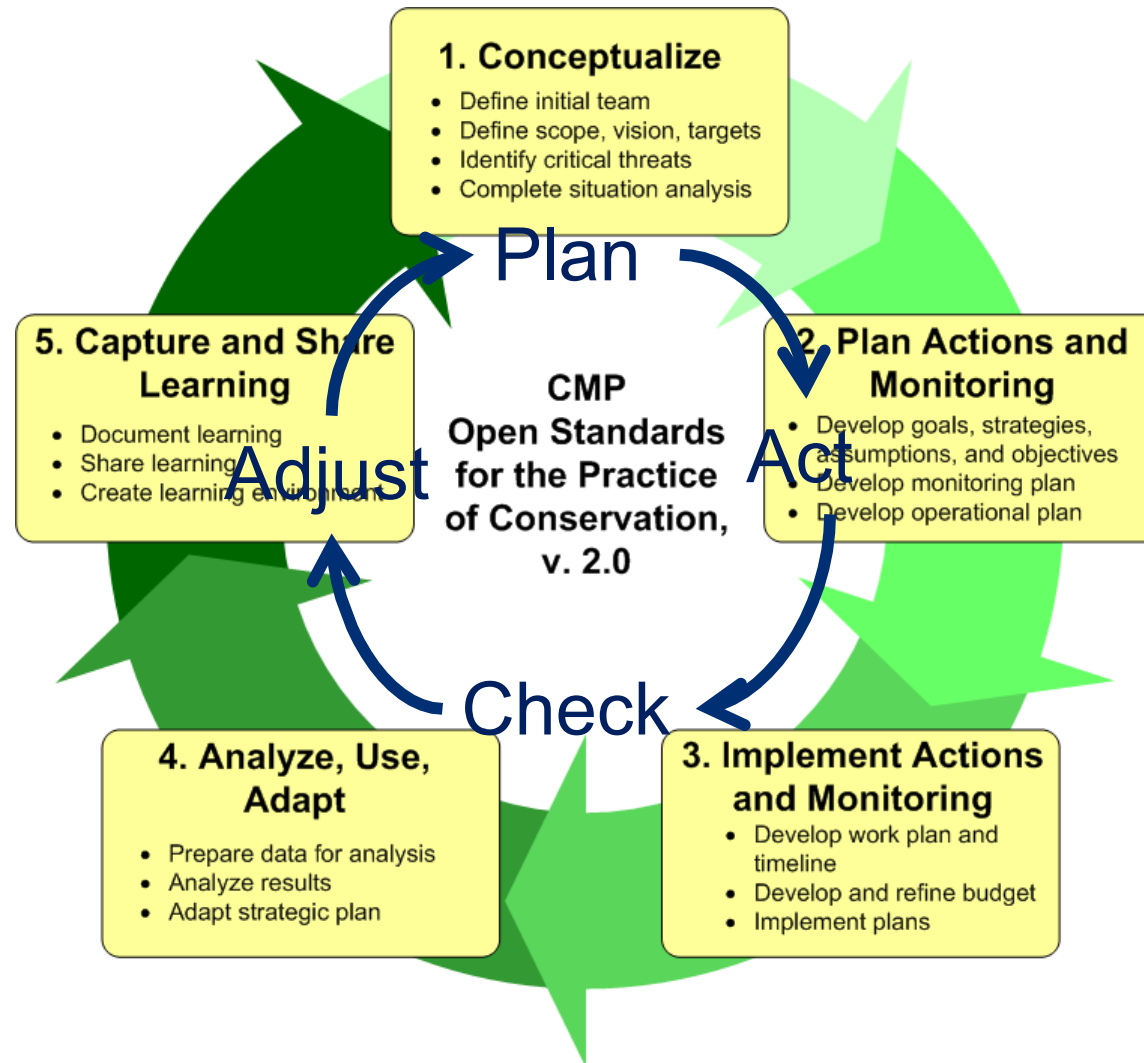


Marine Keystone Initiatives

SELECT NFWF CONSERVATION PRIORITIES



Strategic Implementation of Conservation Priorities



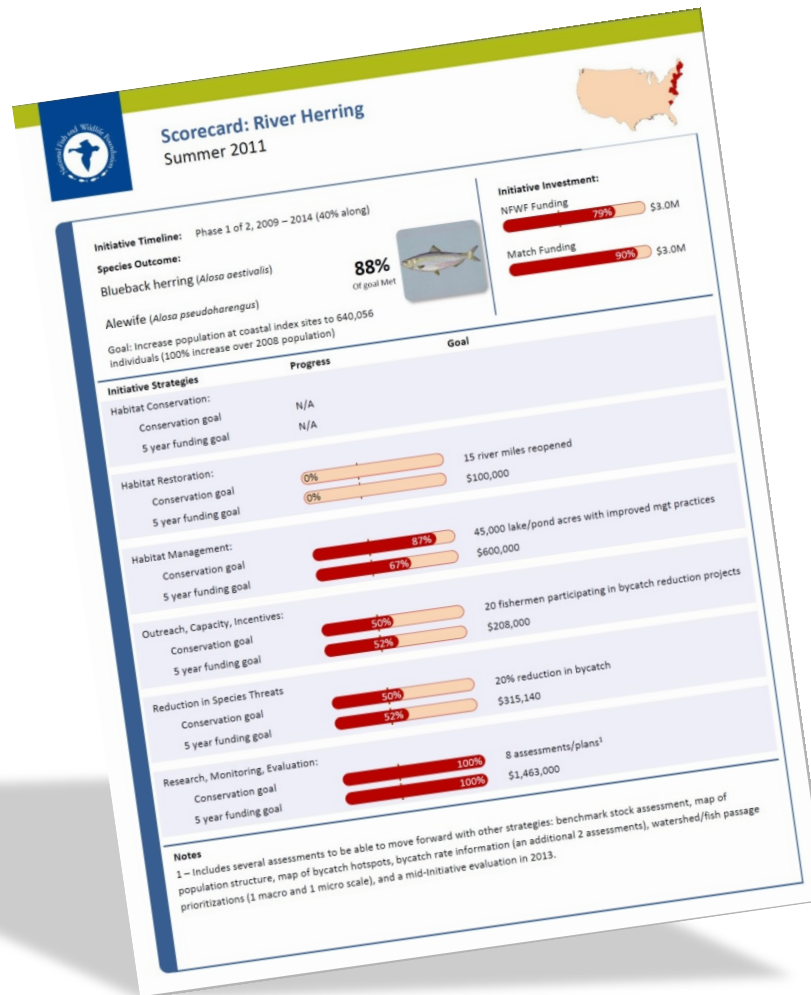
Business Plans



Species Outcomes



Scorecards





Conserving America's
Grasslands and
Prairies



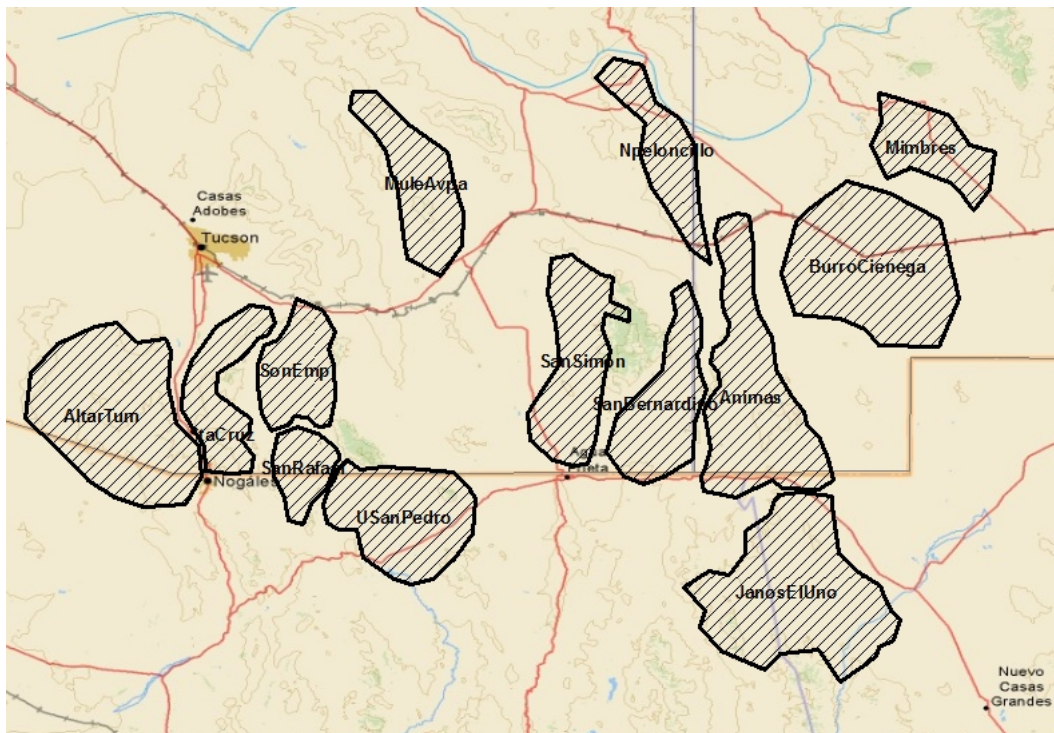
Sky Islands Business Plan



NFWF

Sky Islands Grasslands Initiative

Enhancing America's Grasslands
Wilderness



Shown in black are priority landscapes for habitat protection, grassland restoration, and species recovery





Scorecard: Sky Islands Grasslands

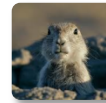
Initiative Duration:
(60% complete)

2008 – 2013

Species Outcome:

Black-tailed prairie dog (*Cynomys ludovicianus*)
Goal: 2,485 acres occupied

26%



Chiricahua leopard frog (*Lithobates chiricahuensis*)
Goal: 7 new populations

86%



Bison (*Bos bison*)
Goal: 350 individuals added to herd

0%



Grassland birds
Goal: TBD

TBD



Jaguar (*Panthera onca*)
Goal: TBD

TBD



Pronghorn (*Antilocapra americana*)
Goal: TBD

TBD



Initiative Investment:

NFWF Funding

39%

Match Funding

\$2.7M

125%

Other Outcomes

Conservation Goals

Progress



Goal

350,000 acres of grassland or wetland restored



NFWF



Restoring an Estuary
of National
Significance



Chesapeake Business Plan



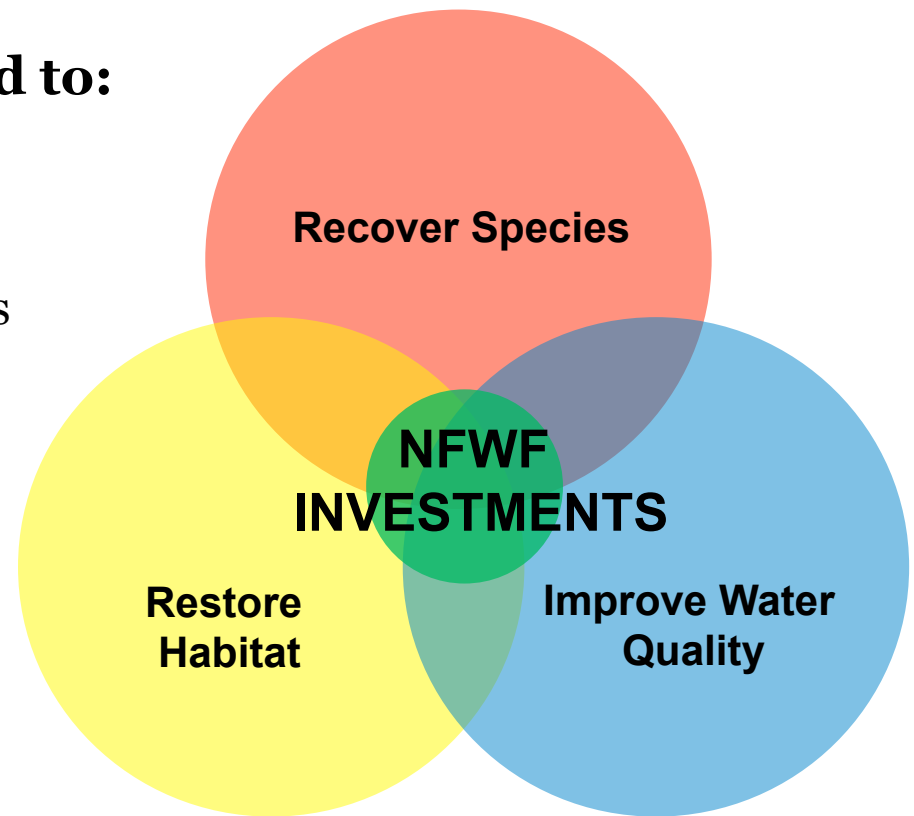
NFWF

High Conservation Impact:

Strengthening our Investments in the Chesapeake Bay

With the business plan, we aimed to:

- Build on Prior Successes
- Accomplish WQ, Habitat and Species Goals Simultaneously
- Support Latest Bay Strategy
- Establish a Species Focus and Set Conservation Goals
- Target Investments and Advance Technologies and Innovation



Prioritize Geographies for Conservation

Base Maps

Stream Health

Source: U.S. EPA

Stream Health

Excellent

Good

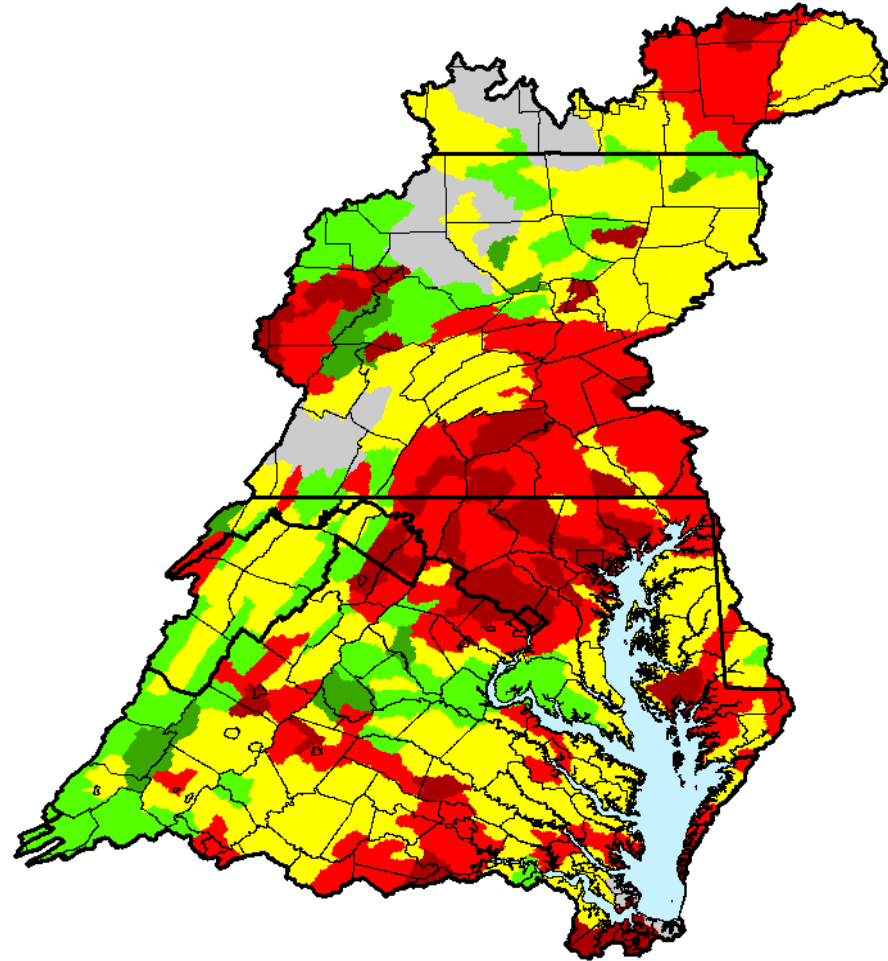
Fair

Poor

Very Poor

No Data

We care most about streams that are "Poor" to "Good", eliminating "Excellent" and "Very Poor"



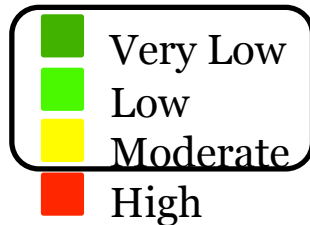
Prioritize Geographies for Conservation

Base Maps

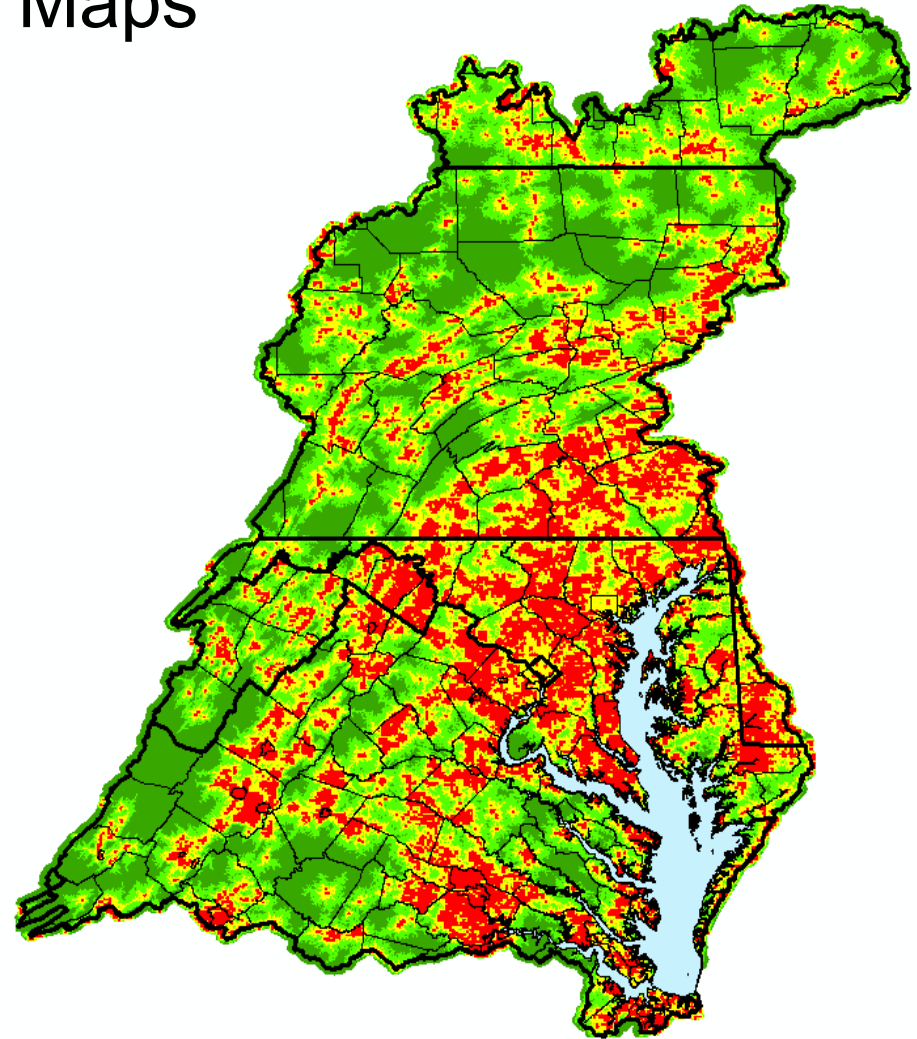
Vulnerability to Development Pressure

Source: USGS

Development Pressure



For agriculture and restoration, we want to make investments where the land use is not likely to change soon.

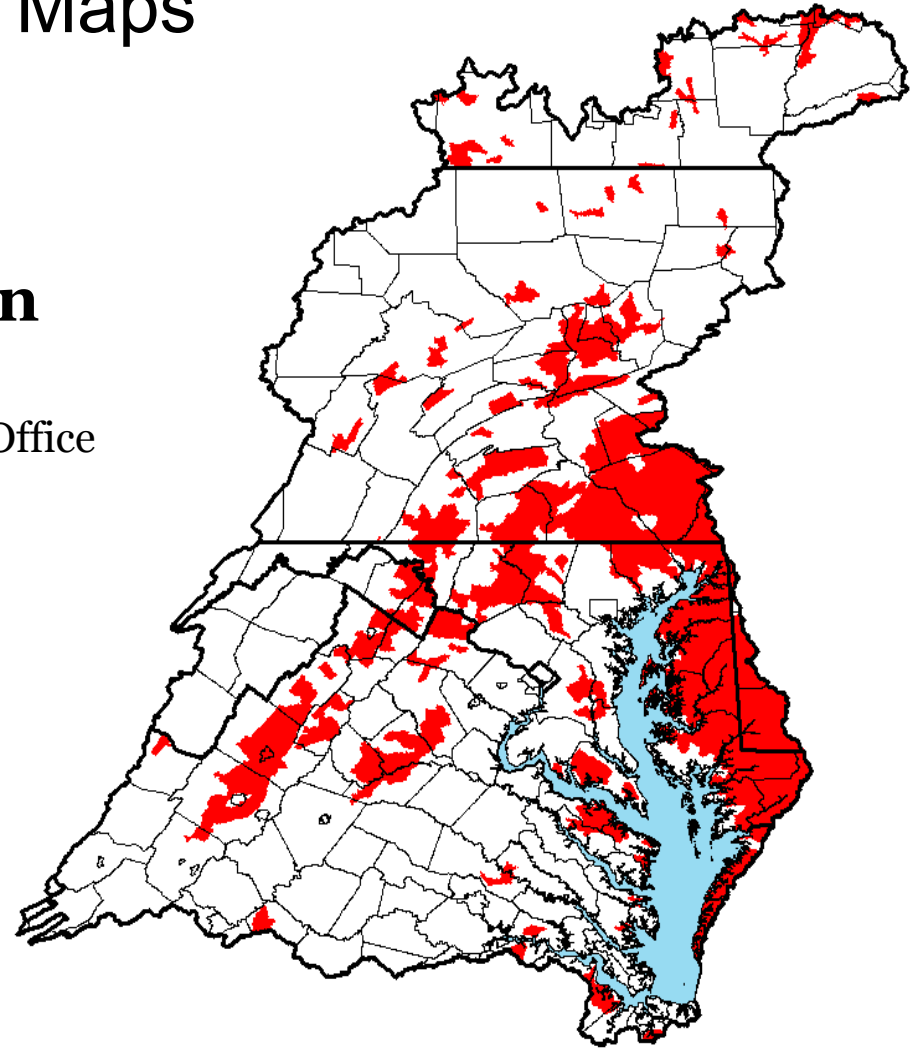


Prioritize Geographies for Conservation

Base Maps

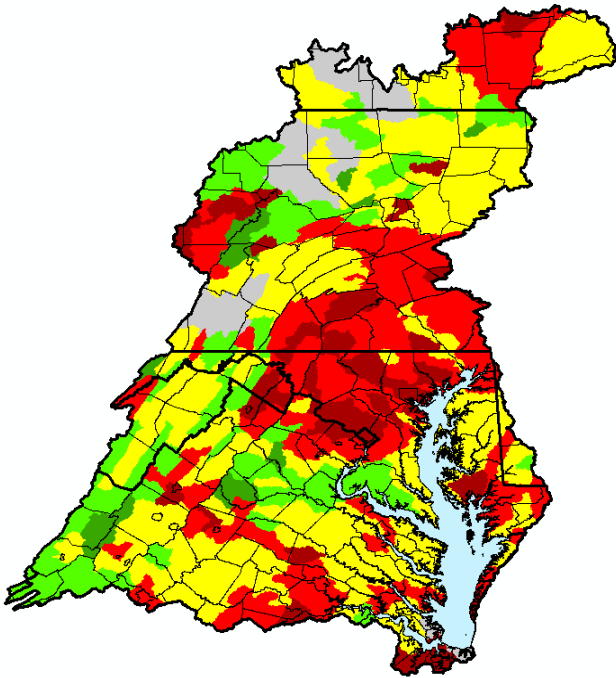
Priority Areas for Nitrogen & Phosphorus

Source: U.S. EPA Chesapeake Bay Program Office

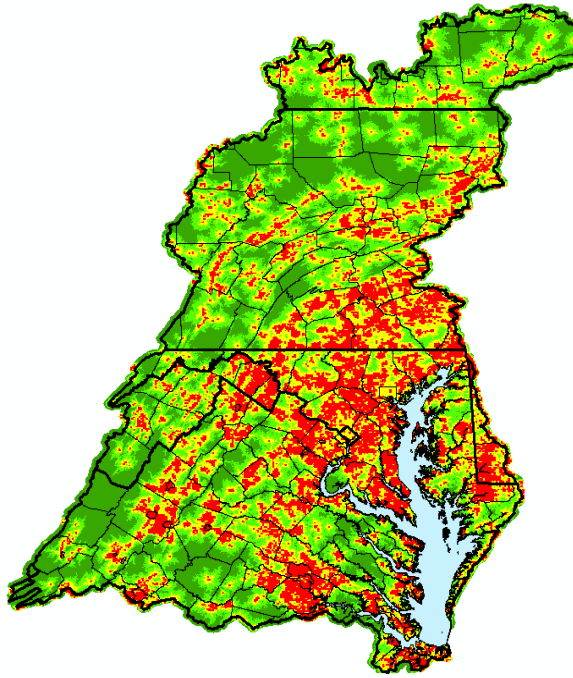


Prioritize Geographies for Conservation

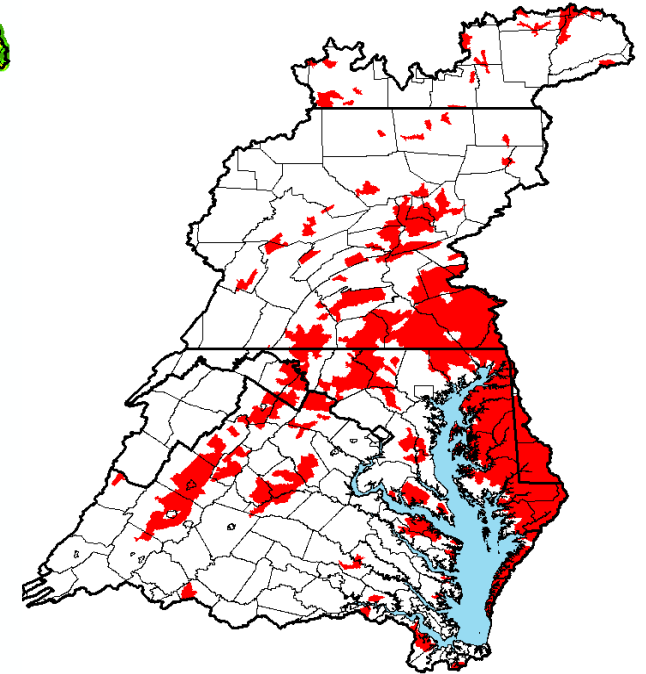
Where do these criteria intersect?



**Moderate Stream
Health**



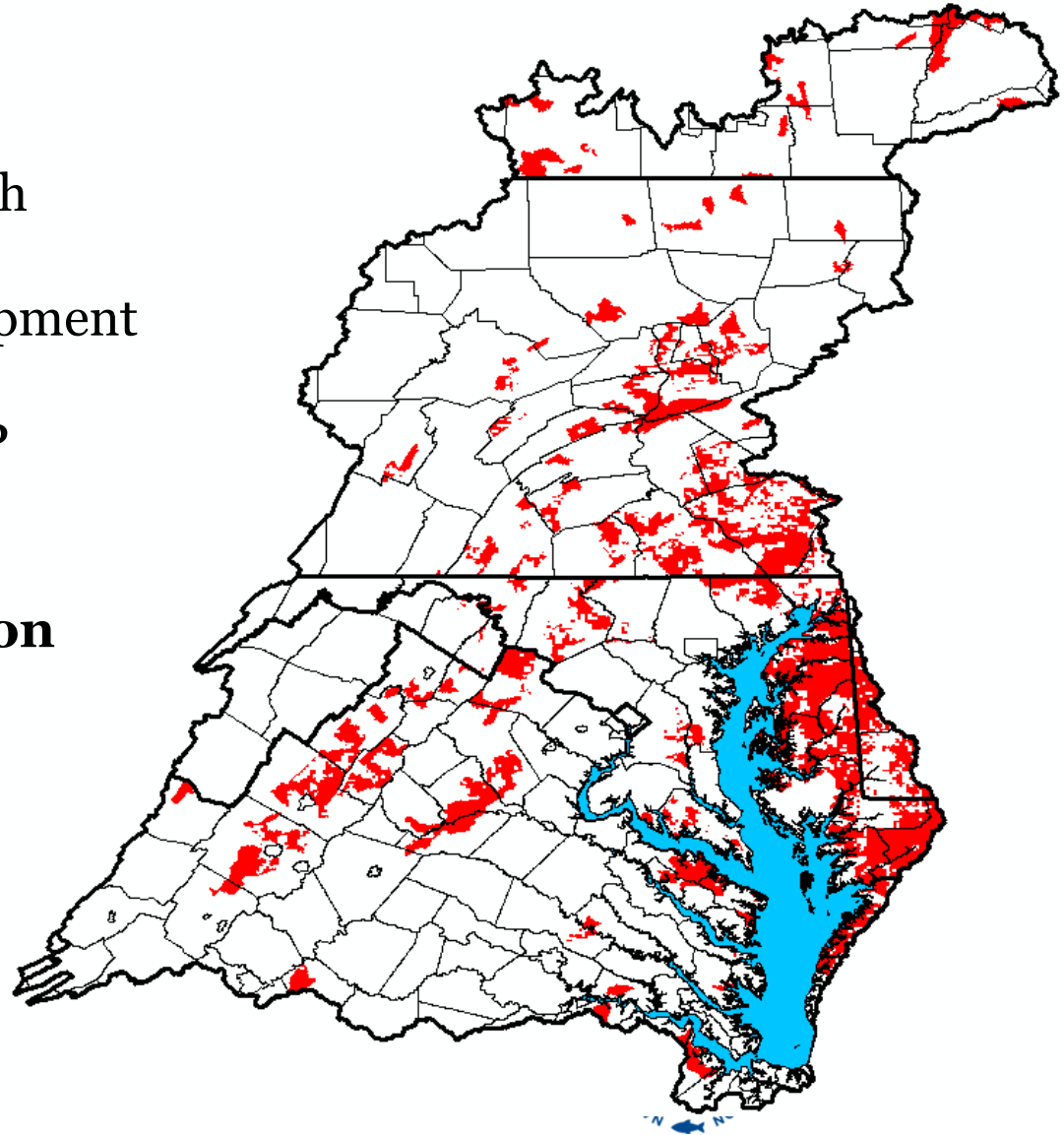
**Low Vulnerability to
Development Pressure**



**Priority Areas for
Nitrogen & Phosphorus**

Prioritize Geographies for Conservation

Moderate Stream Health
AND
Low Vulnerability to Development
AND
Priority Areas for N & P
=
**Potential Areas for
Watershed Restoration**



Eastern Brook Trout



Eastern Brook Trout

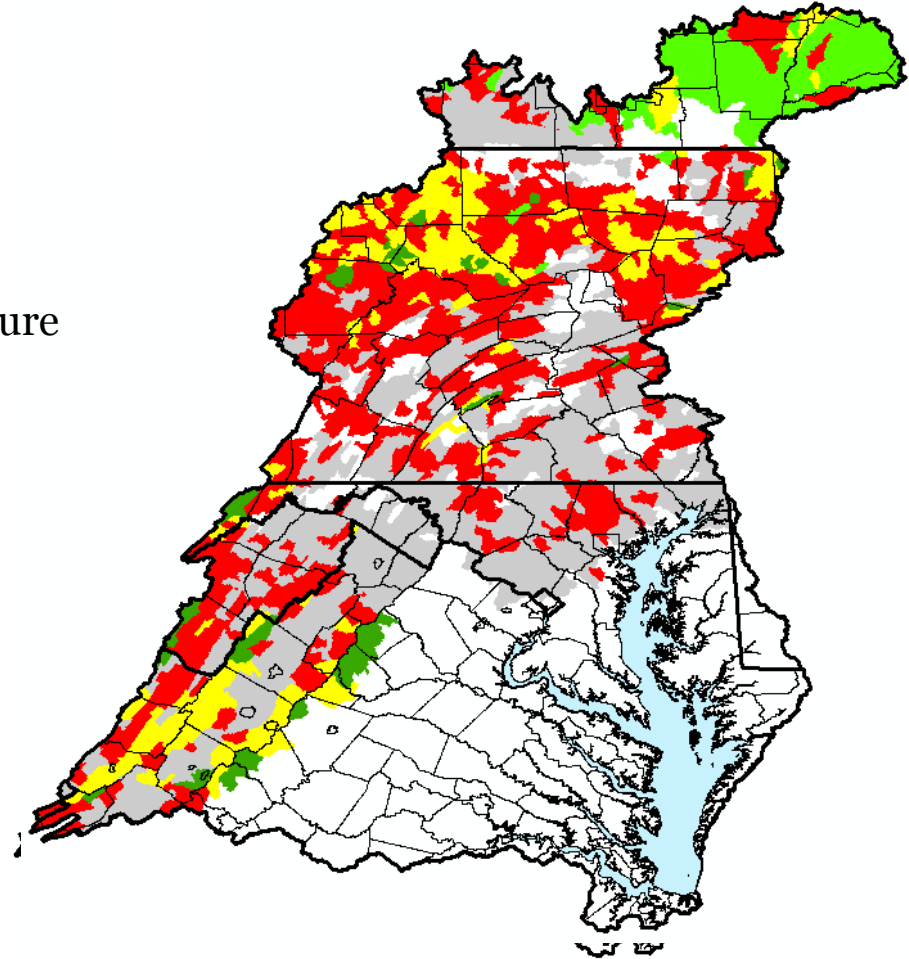
Eastern Brook Trout Population Status

Source: Eastern Brook Trout Joint Venture

Population Status

- Present: Intact
- Present: Qualitative
- Present: Reduced
- Present: Greatly Reduced
- Extirpated or Absent
- Unknown or Never Occurred

Let's also remove "Present: Intact" since protection is not the main goal of these funds.



River Herring

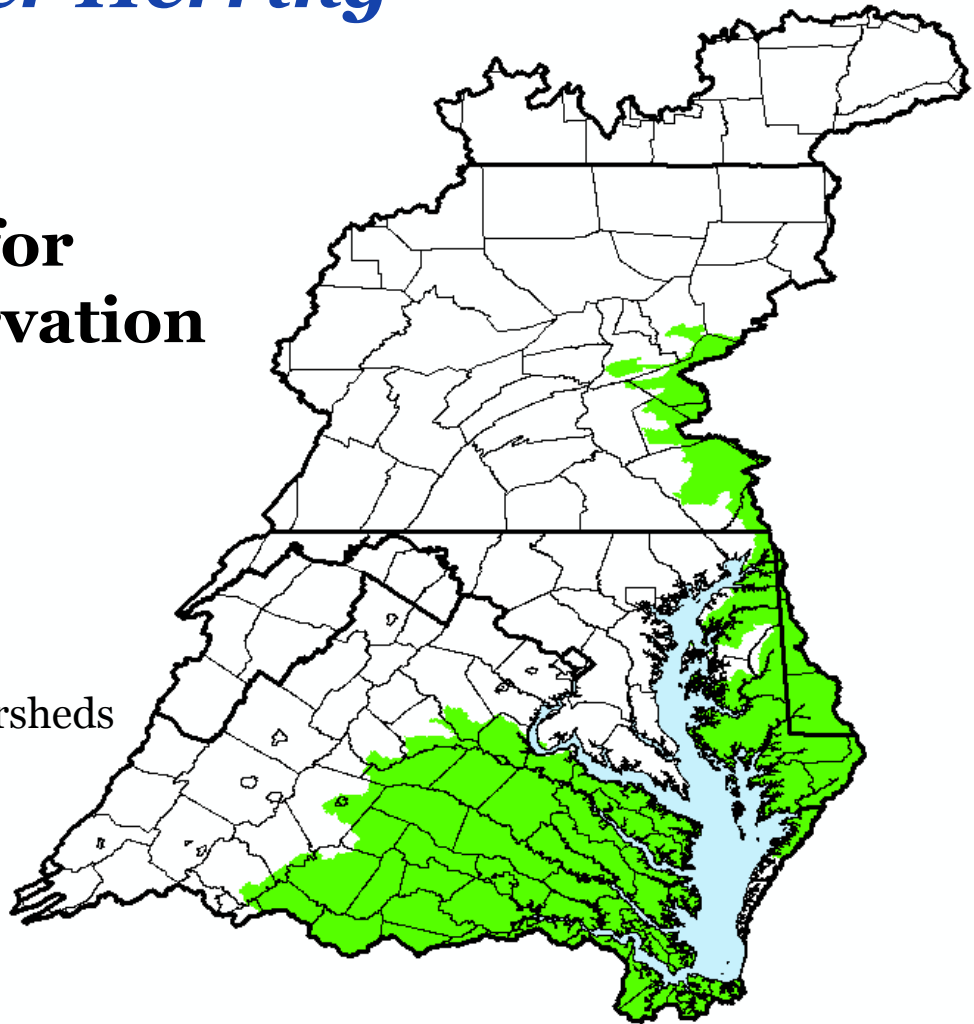


River Herring

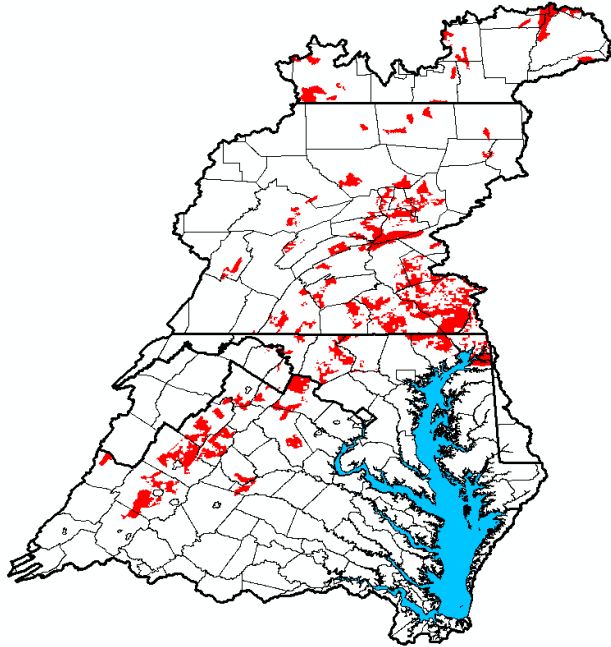
Priority Watersheds for River Herring Conservation

Source: USDA-NRCS

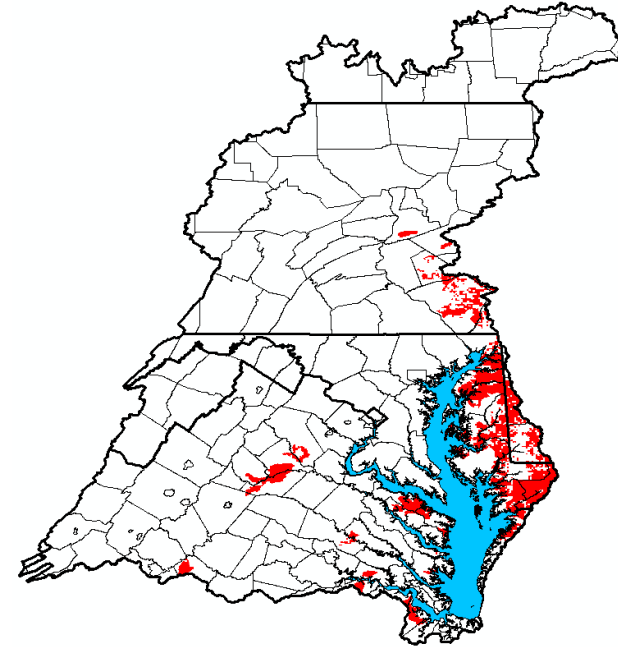
■ Priority Watersheds



Prioritize Geographies for Conservation

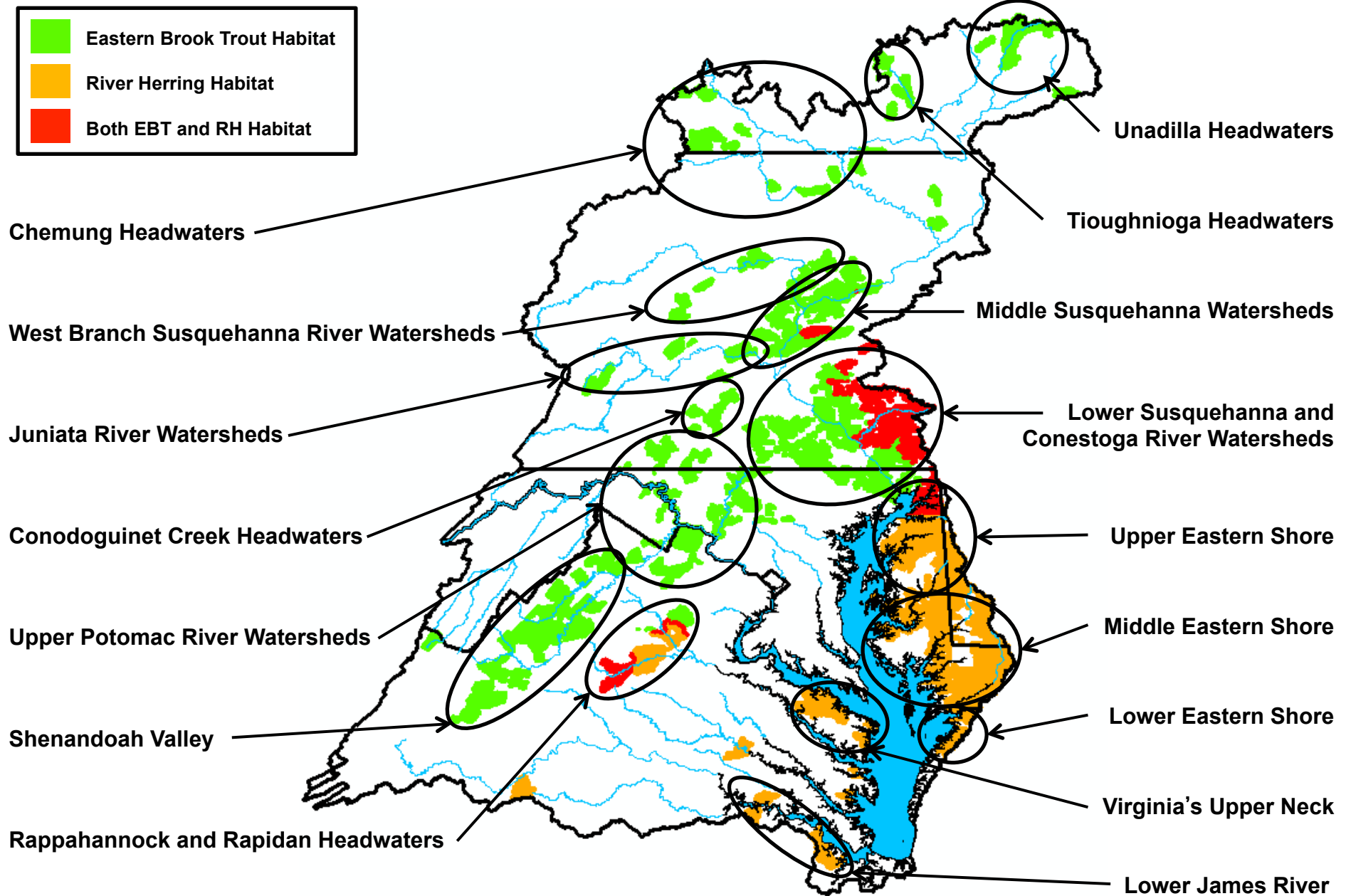


**Investment
Areas for
Eastern Brook Trout**



**Investment
Areas for
River Herring**

Chesapeake Bay Stewardship Fund Targeted Watersheds





Chesapeake Bay Program
A Watershed Partnership



US Army Corps
of Engineers®



OYSTER RECOVERY
PARTNERSHIP
— ORP —



Western Pennsylvania
Conservancy



Walmart
Acres for America



Altria








Stakeholder Involvement

Met with grantees, federal and state
partners, NGOs, academics,
consultants, grantees and funders...

... and we received extremely positive
feedback & additional tools



Chesapeake Bay Scorecard

<u>Species Outcomes:</u>		<u>Goal</u>	<u>Progress</u>	Initiative Duration: 2013 – 2025 (yr 0 of 12)	
	Alewife <i>Alosa pseudoharengus</i>	200 additional miles of stream occupied	0% of goal		
	Blueback Herring <i>Alosa aestivalis</i>				
	Eastern Brook Trout <i>Salvelinus fontinalis</i>	Improve status of 12 subwatersheds	0% of goal		
		New populations in 15 subwatersheds	0% of goal		
	Chesapeake Blue Crab <i>Callinectes sapidus</i>	215 million spawning-age females	0% of goal		
	American Oyster <i>Crassostrea virginica</i>	Restore populations in 5 subwatersheds	0% of goal		
<u>Other Outcomes:</u>					
	Water Quality	Reduce Nitrogen pollution by 6.3M pounds	0% of goal		
		Reduce Phosphorous pollution by 1M pounds	0% of goal		

Chesapeake Bay Scorecard (strategies)

Initiative Duration:
2025 (yr 0 of 12)

2013 –

<u>Initiative Strategies:</u>	<u>Goals</u>	<u>Achieved</u>	<u>QUESTIONS/NOTES</u>
Habitat Conservation:	TBD Acres protected under long-term easement	0	
Habitat Restoration:	150 Acres of oyster reef restored	10	PLUS 56,715 ft Streambank/Shoreline Stabilized or Restored. Does not include BMPs on Ag lands, nutrient mgmt, rotational grazing
	400k Acres of Land Restored	66	
	2,500 Miles of riparian buffer restored	177	
	30 Fish barriers removed	1	Why isn't this ft of upstream channel opened to fish passage?! That would be 68,640 ft.
	7,500 Acres of wetland restored	158	
Habitat Management:	2,000 Miles of livestock exclusion fencing installed	50	
Capacity, Outreach, Incentives:	TBD Private landowners reached through technical assist.	182,943	"Landowners Targeted by Projects"
	50 Local govs with developed financing strategies	14	Would you consider all of the LGCBI grants as developing financing strategies?
Species-specific strategies:	2 billion Oyster spat planted	40-50 million	
Planning, Research, Monitoring:	TBD Key streams being monitored	TBD	
	100 Percent of prioritization of stream barriers complete	0	
	TBD Research studies completed to develop innovative approach to establishing counts of migratory river herring	0	
	2 Quota mgmt system for blue crab fishery	0	





Restoring Southeast's
Pines and Savannahs



Longleaf Stewardship Fund



NFWF

PROGRAM OVERVIEW



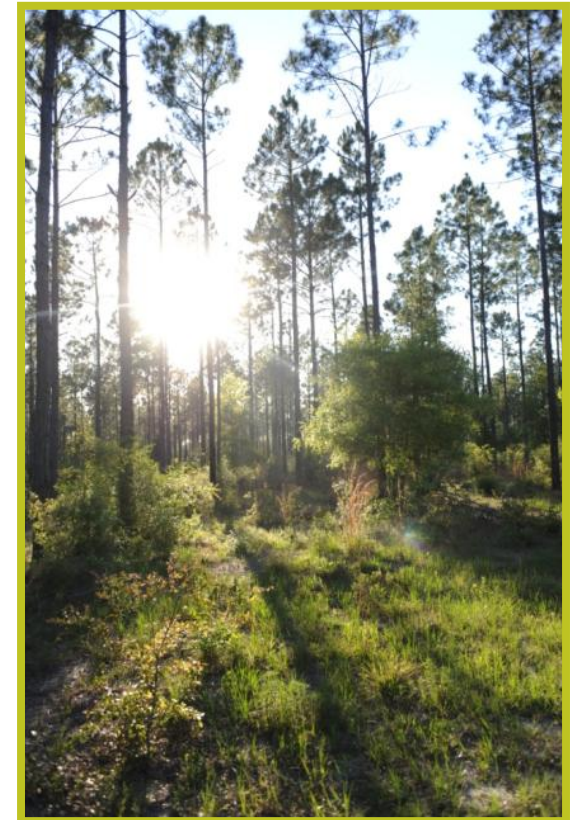
LONGLEAF STEWARDSHIP FUND?

A public/private partnership between...

- Southern Company
- Natural Resources Conservation Service
- US Department of Defense
- USDA Forest Service
- U.S. Fish and Wildlife Service

That will...

- **Build** on successful Southern Company Longleaf Legacy funded projects
- **Support** NFWF's Southeast Grasslands Keystone
- **Accelerate** restoration of longleaf pine
- **Implement** the Rangewide Conservation Plan for Longleaf Pine
- **Support** commitments of the Longleaf MOU adopted by USDA, DOD and Department of the Interior



NFWF

PROGRAM OVERVIEW



Why Southeast forests?

- SE wood products contributes to more than 16% of the global industrial wood market
- Over 1M people are employed by wood-related sectors in the SE
- Forest products industry is the largest manufacturing employer in Alabama, South Carolina, and North Carolina



Why Longleaf?

- Longleaf once covered more than 90M acres across the SE
- It is a global biological hotspot and includes 29 T & E
- More plant species have been found in 1 sq meter of longleaf than in tropical forests
- Today, only 3% of the original acreage remains



LONGLEAF STEWARDSHIP FUND

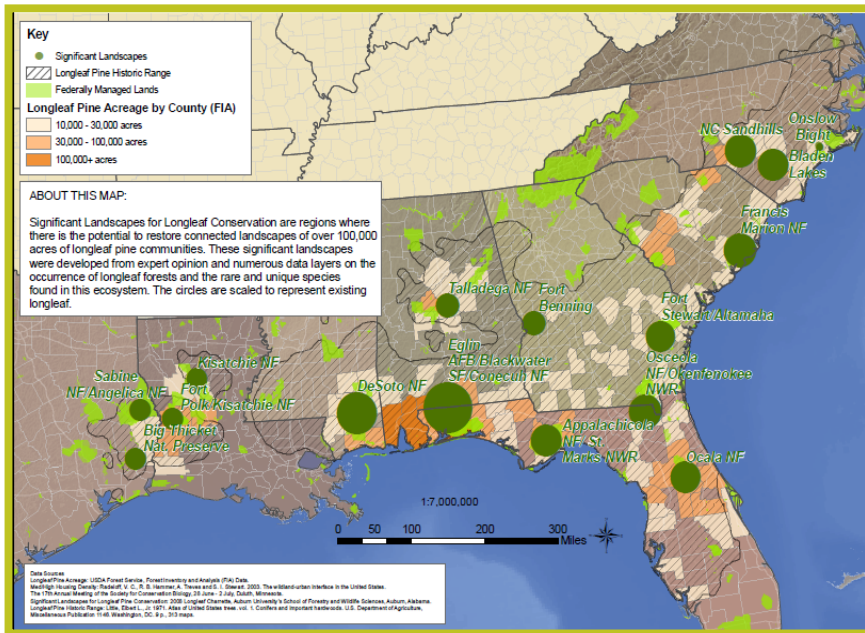
BUDGET PROJECTIONS

➤ Funding Sources are:

➤ Forest Service, NRCS, US FWS, Southern Company, NFWF, Other Corporate and Private Interests

➤ Conservation goals:

➤ restoring 250,000 acres of longleaf
➤ enhancing 1,000,000 million acres
➤ setting keystone species targets for RCW, Gopher Tortoise, Bachman's Sparrow, and Bobwhite Quail



➤ Total 5 year Budget Projections: \$25M + match



LONGLEAF STEWARDSHIP FUND

CAROLINA LOW COUNTRY FORESTS

- **Geography.**

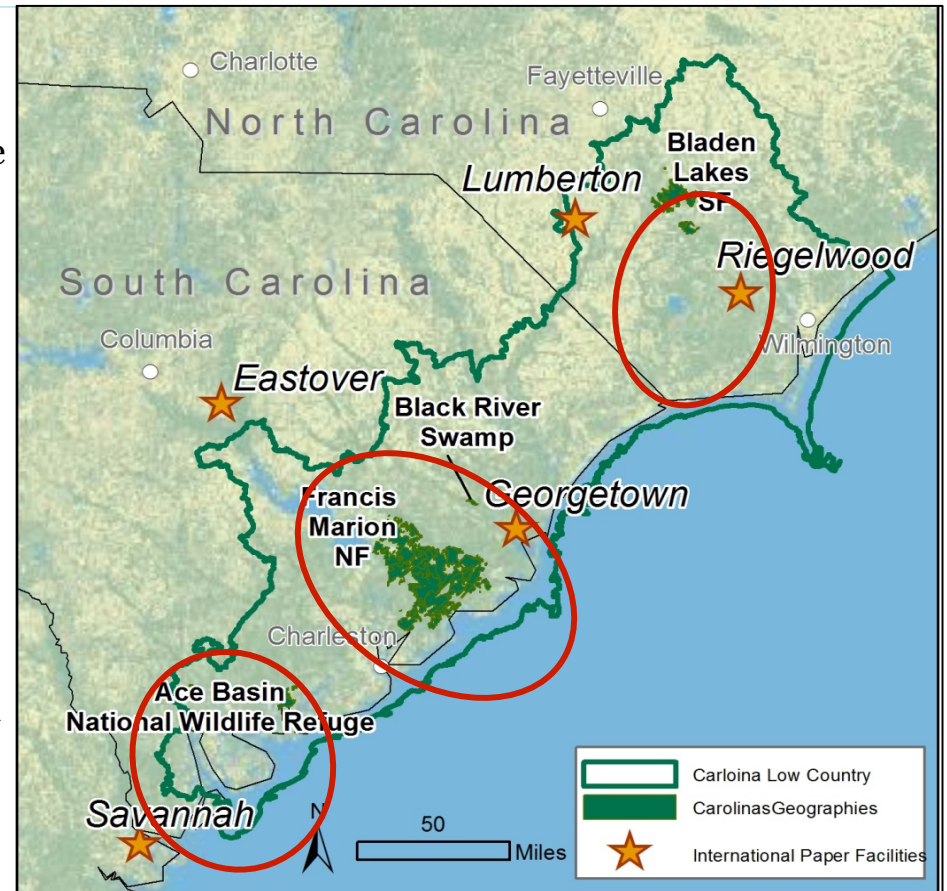
- Spanning the coast from Beaufort, SC to Bladen Lakes, NC, the Low Country Forests boasts some of the richest coastal biodiversity in the U.S.

- **Biodiversity.**

- The coast's longleaf savannas/rivers are home to 80 at-risk species, including red-cockaded woodpeckers, Bobwhite quail, black bears

- **Federal and State protected lands.**

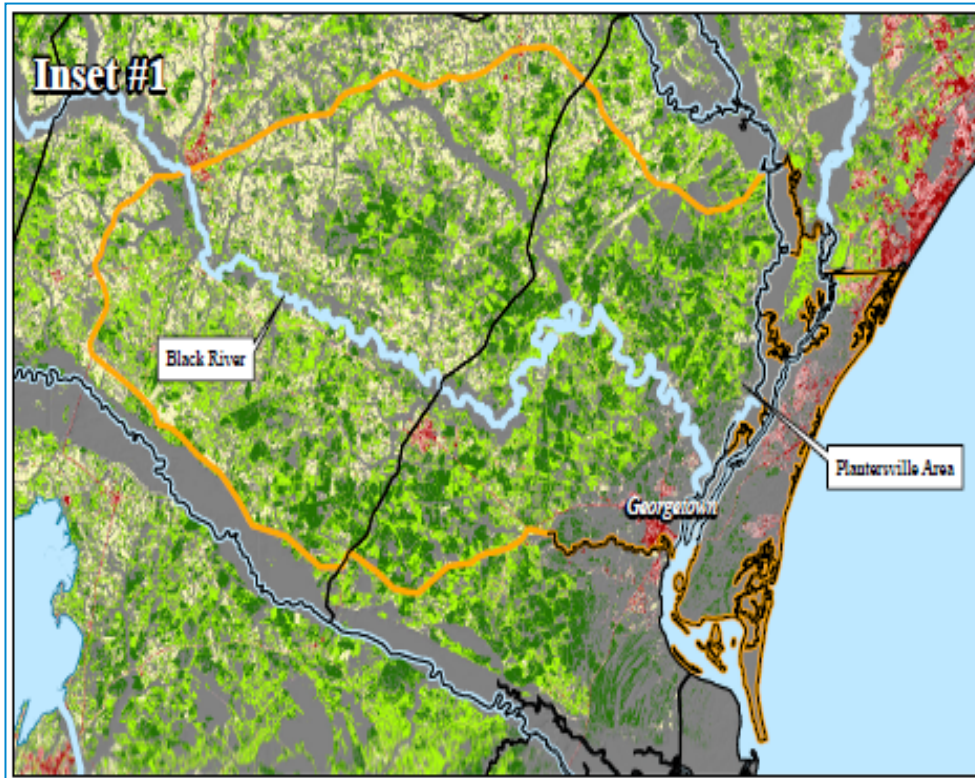
- ACE Basin National Wildlife Refuge, Francis Marion National Forest, Bladen Lakes State Park



The Carolina Low Country Forest is rich in biodiversity, intact forests and protected lands, but it also under threat to development pressure and changing forest economics.

LONGLEAF STEWARDSHIP FUND

CAROLINA LOW COUNTRY FORESTS



Near the Francis Marion National Forest, the 585,000 acre Black River landscape near Georgetown, SC presents an opportunity to conserve lands at a large-scale, protect and enhance threatened species and retain working forests.

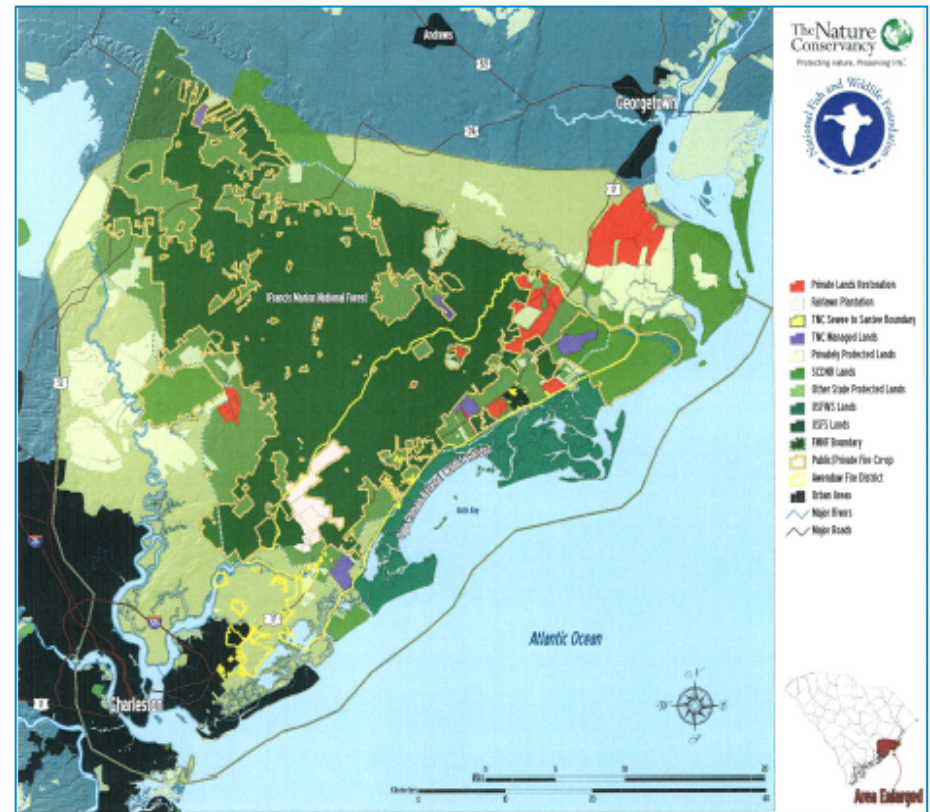
- **Significant land holdings.** Low Country Forests include tracts of public/private land that serve as a system of hubs and corridors
- **Hubs.** Large federal, state & private protected lands, and TIMO and industrial forests, are rich in biodiversity and ecosystem services
- **Seeking multiple benefits.** Conserving, restoring and connecting these systems will provide conservation and economic benefits
- **Cross-cutting issues.** Focus on those key issues that transcend a specific geography but that limits conservation success.



LONGLEAF STEWARDSHIP FUND

CAROLINA LOW COUNTRY FORESTS

- **Anticipated 5-Year Conservation Outcomes:**
 - **Restore 7,500 acres** of longleaf savanna
 - **Enhance/maintain 50,000 acres** of habitat
 - **Increase populations of**
 - Red-Cockaded Woodpeckers
 - Bachman's Sparrow
 - Coastal Black Bear
 - **Expand conservation easements on 20,000 acres** of private lands
 - **Seek to expand landowner incentives** for working forests
- **Partners:** USFS, USFWS, NRCS, North and South Carolina Agencies, TNC, Turkey Federation, Partnership for Southern Forestland Conservation, Cape Fear Arch Collaborative



LONGLEAF STEWARDSHIP FUND

5 YEAR PROJECTIONS: SCENARIO 1

**\$116.00
per acre**

Longleaf Stewardship Fund								
Years	Annual Projected Budgets	Restore	Enhance/Maintain		Capacity/TA/Incentives		Planning/ Research/ Monitoring	Overhead (equals 10%)
			Prescribed Burn	Mid-story/ ground cover				
2013	\$ 3,905,000	\$ 1,000,000	\$ 1,100,000	\$ 250,000	\$ 900,000	\$ -	\$ 300,000	\$ 355,000
2014	\$ 4,372,500	\$ 1,100,000	\$ 1,300,000	\$ 275,000	\$ 1,000,000	\$ -	\$ 300,000	\$ 397,500
2015	\$ 4,620,000	\$ 1,150,000	\$ 1,400,000	\$ 300,000	\$ 1,050,000	\$ -	\$ 300,000	\$ 420,000
2016	\$ 4,867,500	\$ 1,200,000	\$ 1,500,000	\$ 325,000	\$ 1,100,000	\$ -	\$ 300,000	\$ 442,500
2017	\$ 5,115,000	\$ 1,250,000	\$ 1,600,000	\$ 350,000	\$ 1,150,000	\$ -	\$ 300,000	\$ 465,000
Subtotals	\$ 22,880,000	\$ 5,700,000	\$ 6,900,000	\$ 1,500,000	\$ 5,200,000	\$ -	\$ 1,500,000	\$ 2,080,000
2013	Acres/Staff #	3,636	27,500	417	14	0		
2014		4,000	32,500	458	15	0		
2015		4,182	35,000	500	16	0		
2016		4,364	37,500	542	17	0		
2017		4,545	40,000	583	18	0		
Total Acres	195,727	20,727	172,500	2,500	80	0		
Keystone Species			Projected Outcomes					
Bachman's Sparrow		19,572 pairs						
Bobwhite Quail		39,145 individuals						



NFWF

LONGLEAF STEWARDSHIP FUND

5 YEAR PROJECTIONS: SCENARIO 2

**\$90 per
acre**

Longleaf Stewardship Fund								
Years	Annual Projected Budgets	Restore	Enhance/Maintain Prescribed Burn	Mid-story/ ground cover	Capacity/TA/Incentives		Planning/ Research/ Monitoring	Overhead (equals 10%)
2013	\$ 3,850,000	\$ 800,000	\$ 800,000	\$ 250,000	\$ 850,000	\$ 500,000	\$ 300,000	\$ 350,000
2014	\$ 4,345,000	\$ 825,000	\$ 850,000	\$ 275,000	\$ 950,000	\$ 750,000	\$ 300,000	\$ 395,000
2015	\$ 4,620,000	\$ 850,000	\$ 900,000	\$ 300,000	\$ 1,000,000	\$ 850,000	\$ 300,000	\$ 420,000
2016	\$ 4,895,000	\$ 875,000	\$ 950,000	\$ 325,000	\$ 1,050,000	\$ 950,000	\$ 300,000	\$ 445,000
2017	\$ 5,115,000	\$ 900,000	\$ 1,000,000	\$ 350,000	\$ 1,100,000	\$ 1,000,000	\$ 300,000	\$ 465,000
Subtotals	\$ 22,825,000	\$ 4,250,000	\$ 4,500,000	\$ 1,500,000	\$ 4,950,000	\$ 4,050,000	\$ 1,500,000	\$ 2,075,000
2013	Acres/Staff #	2,909	20,000	417	13	15,000		
2014		3,000	21,250	458	15	22,500		
2015		3,091	22,500	500	15	25,500		
2016		3,182	23,750	542	16	28,500		
2017		3,273	25,000	583	17	30,000		
Total Acres	251,955	15,455	112,500	2,500	76	121,500		
Keystone Species	Projected Outcomes							
Bachman's Sparrow		25,196 pairs						
Bobwhite Quail		50,391 individuals						



LONGLEAF STEWARDSHIP FUND

5 YEAR PROJECTIONS: SCENARIO 3

\$60 per
acre

Longleaf Stewardship Fund							
Years	Annual Projected Budgets	Restore	Enhance/Maintain Prescribed Burn	Mid-story/ ground cover	Capacity/TA/Incentives	Planning/ Research/ Monitoring	Overhead (equals 10%)
2013	\$ 3,850,000	\$ 250,000	\$ 1,000,000	\$ 200,000	\$ 850,000	\$ 1,200,000	\$ - \$ 350,000
2014	\$ 4,345,000	\$ 250,000	\$ 1,100,000	\$ 200,000	\$ 950,000	\$ 1,450,000	\$ - \$ 395,000
2015	\$ 4,620,000	\$ 250,000	\$ 1,250,000	\$ 200,000	\$ 1,000,000	\$ 1,500,000	\$ - \$ 420,000
2016	\$ 4,895,000	\$ 250,000	\$ 1,300,000	\$ 200,000	\$ 1,050,000	\$ 1,650,000	\$ - \$ 445,000
2017	\$ 5,115,000	\$ 250,000	\$ 1,350,000	\$ 200,000	\$ 1,100,000	\$ 1,750,000	\$ - \$ 465,000
Subtotals	\$ 22,825,000	\$ 1,250,000	\$ 6,000,000	\$ 1,000,000	\$ 4,950,000	\$ 7,550,000	\$ - \$ 2,075,000
2013	Acres/Staff #	909	25,000	333	13	36,000	
2014		909	27,500	333	15	43,500	
2015		909	31,250	333	15	45,000	
2016		909	32,500	333	16	49,500	
2017		909	33,750	333	17	52,500	
Total Acres	382,712	4,545	150,000	1,667	76	226,500	
Keystone Species	Projected Outcomes						
Bachman's Sparrow		38,271 pairs					
Bobwhite Quail		76,542 individuals					



QUESTIONS?